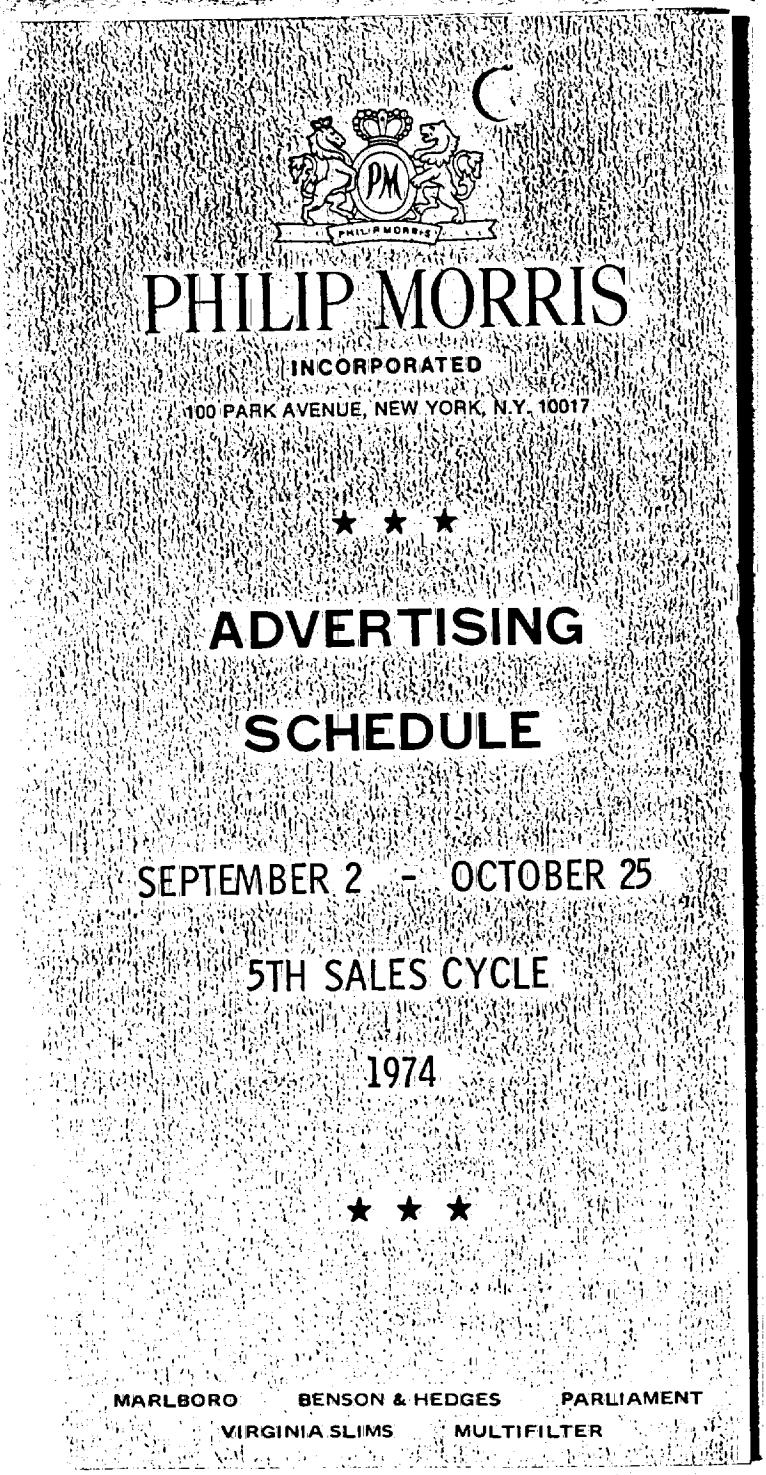

PHILIP MORRIS

INCORPORATED

100 PARK AVENUE, NEW YORK, N.Y. 10017

★ ★ ★

ADVERTISING SCHEDULE

SEPTEMBER 2 - OCTOBER 25

5TH SALES CYCLE

1974

★ ★ ★

MARLBORO BENSON & HEDGES PARLIAMENT

VIRGINIA SLIMS MULTIFILTER

1005200716

Source: https://www.industrydocuments.ucsf.edu/docs/yqyk0000

NATIONAL PERIODICALS

ON SALE THIS CYCLE

MARLBORO

TV Guide
Time
Newsweek
U.S. News & World Report
People
Sports Illustrated
Playboy
Penthouse
Oui
Esquire
Popular Science
Popular Mechanics
Mechanix Illustrated
Sport
True
Sports Afield
Sporting News
Argosy
Outdoor Life
Field & Stream
VFW Magazine
American Legion
Motor Trend
Hod Rod
Car Craft
Road & Track
Family (Army Times)
Ebony
Woman's Day
Viva
Harvard Lampoon
Life

VIRGINIA SLIMS

TV Guide
People
McCalls
Ladies Home Journal
Redbook
Cosmopolitan
Vogue
Mademoiselle
Harper's Bazaar
Family Circle
Woman's Day
American Home
House & Garden
House Beautiful
MacFadden's Women's Group
Dell Modern Group
Southern Living
Ideal Women's Group
Glamour
Viva
Girl Talk
Ebony
Jet
Womens Sports
Essence

PARLIAMENT

TV Guide
Time
Newsweek
U.S. News & World Report
Sports Illustrated
McCalls
Ladies Home Journal
Family Circle
Psychology Today
Money
Travel & Leisure
Signature
Saturday Review/World
Harpers
Atlantic
New Times
National Jewish Monthly

BENSON & HEDGES

TV Guide
Time
Newsweek
U.S. News & World Report
People
Sport Illustrated
Esquire
Playboy
Penthouse
Oui
Ebony
Black Enterprise
Jet
Contact
Essence
Players
McCalls
Ladies Home Journal
Redbook
Cosmopolitan
Family Circle
Woman's Day
Womens Sports
American Home
Saturday Review/World
Atlantic
Psychology Today
Money
Travel & Leisure
Harper's
New Times
Gourmet
Southern Living

MULTIFILTER

TV Guide
Time

2005200717

Source: https://www.industrydocuments.ucsf.edu/docs/yqyk0000

LOCAL ADVERTISING REGION NO. 1

OUTDOOR*

Marlboro (September) Benson & Hedges (October)	Boston Hartford New Haven New York Providence Newark	110 Posters 25 Posters 32 Posters 191 Posters 38 Posters 240 Posters
Marlboro (September) Benton & Hedges (October)	New York	1,800 2-Sheet Subway Panels
Parliament (September) Benson & Hedges (October)	New York	500 King-Size Panels
Marlboro	New York	300 Subway Clocks
Marlboro	Rochester Bridgeport Boston Buffalo Hartford New Haven New York Providence Albany Atlantic City	5 Bulletins 2 Bulletins, 23 Posters 8 Bulletins, 110 Posters 4 Bulletins, Erie County Stadium 2 Bulletins 18 Posters 4 Bulletins 13 Posters 46 Bulletins 6 Bulletins 34 Posters 1 Bulletin
Marlboro	All Markets	REA Truck Panels
Benson & Hedges	New York	8 Bulletins

REGIONAL PERIODICALS

Benson & Hedges, Parliament	Boston	Boston Magazine
Benson & Hedges, Parliament	Boston New York	Playbill
Benson & Hedges, Marlboro, Parliament	New York	Cue
Benson & Hedges, Parliament	New York	Lincoln Center Programs
Benson & Hedges, Parliament, Marlboro	New York	New York Magazine

*Bulletin Dimensions:
Bulletin (Permanent & rotating) - 12'x48' - 20'x70'
Poster (30-Sheet Panels) - 12'x25'
Kings (8-Sheet Panels) - 88"x85"
2-Sheet - 45"x59½"

1005200718

Source: https://www.industrydocuments.ucsf.edu/docs/yqyk0000

SUNDAY SUPPLEMENTS

NATIONAL:

Family Weekly	Marlboro, Virginia Slims, Benson & Hedges
Parade	Benson & Hedges, Marlboro, Virginia Slims
Tuesday Dawn	Benson & Hedges, Marlboro, Virginia Slims, Benson & Hedges

LOCAL:

Buffalo	Courier Express	Parliament
Boston	Advertiser/Herald Traveler	Parliament, Benson & Hedges, Marlboro, Virginia Slims
Hartford	Courant	Parliament
New York	Long Island Newsday	Benson & Hedges, Marlboro, Virginia Slims, Parliament
	News	Benson & Hedges, Marlboro, Parliament, Virginia Slims
	Times	Parliament, Benson & Hedges, Marlboro
Newark	Star Ledger	Parliament
Providence	Journal	Benson & Hedges, Marlboro, Virginia Slims, Parliament
Rochester	Democrat & Chronicle	Benson & Hedges, Marlboro, Virginia Slims, Parliament
Syracuse	Herald American/ Post Standard	Parliament
Worcester	Sunday-Telegram	Benson & Hedges, Marlboro, Virginia Slims, Parliament

NEWSPAPERS:

Boston	Globe, Herald American	Marlboro Menthol
Bridgeport	Post Telegram	Marlboro Menthol
Hartford	Courant, Times	Marlboro Menthol
New Haven	Register	Marlboro Menthol
New York	News, Post, Times	Marlboro Menthol
	Amsterdam News	Benson & Hedges, Marlboro Menthol
	Jamaica Voice	Benson & Hedges, Marlboro Menthol
	Newark Afro-American	Benson & Hedges, Marlboro Menthol
	Long Island Newsday	Marlboro Menthol
New Jersey	Paterson News	Marlboro Menthol
	Trenton Times	Marlboro Menthol

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